

APRIL 2018



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Enabling the Future With OpenTravel Monthly News

The **OpenTravel Advisory Forum Amsterdam** and **HITEC® Amsterdam** taking place April 11-13 is the place to be to network, learn and share how OpenTravel standards enable the future of the connected consumer experience across travel verticals around the globe.

[REGISTER NOW](#)

Advisory Forum sponsorships are now available that include a Supporting Sponsorship of the **OpenTravel Virtual Hackathon VHack** and registrations.



OpenTravel is also currently offering valuable opportunities to build solutions around OpenTravel standards through the **OpenTravel Virtual Hackathon VHack**, going on until April 8.

Additional details on the Virtual Hackathon, the OpenTravel Advisory Forum Amsterdam, and other newsworthy items are available below.

See you in Amsterdam,

Mike Tinkey, CEO OpenTravel
mike.tinkey@opentravel.org

Susanne Auinger, OpenTravel Chairperson and OpenTravel Advisory Forum Amsterdam Chairperson

[Visit our Website](#)

Highlighting OpenTravel Case Studies Across Multiple Travel Verticals

Learn how OpenTravel standards are being used:

- **MASAI M2C Seamless Travel Europe** features connected ground transportation, concierge, destination sales,

long-distance bus, and more. Learn how OpenTravel standards are being used across multiple travel verticals for business-to-business and business-to-consumer solutions.



- **The Golf, Hospitality and French Tourism Case Study** features how OpenTravel 2.0 Golf and tee time distribution best practices are being used for customer acquisition, direct international sales, and increasing distribution options.
- The **Cruise Case Study** features the Versonix roadmap and usage of modern technologies, cruise lines using OpenTravel, and plans for integration of OpenTravel standards and third-party integrations.
- The **Rental Car Case Study** with Avis Budget Group uses OpenTravel specifications in the world of mobility.
- The **Travelport Case Study** will provide compelling reasons Travelport made the move to the OpenTravel 2.0 Object Model, including internal efficiencies and economies of scale for their operating solutions.

The OpenTravel VHack is Going on until April 8

OpenTravel is hosting a series of virtual hackathons, where unique cross vertical challenges focusing on interoperability will be presented to developers.

The OpenTravel Virtual Hackathon VHack — going on now until April 8 — is creating opportunities to build solutions around OpenTravel standards.

The Challenge: Create a web-based application that enhances the connected consumer's travel experience in a unique way, utilizing at least one of the provided APIs that implement OpenTravel messaging. Your goal is to present an innovative solution that enhances the connected consumer experience for the travel industry.



Some examples include:

- A traveler is working with a specific budget, create a way for them to easily plan and book their travel while staying within their budget constraints.
- A new user experience that improves the decision-making efficiency for the travel consumer.
- Create a backend tool used by travel agencies or travel product suppliers to support the travel consumer.

Be creative and think outside the box. *Happy hacking!*

The top three applications will be featured at the OpenTravel Challenge on April 12 at the **OpenTravel Advisory Forum Amsterdam**, and will also be featured in the OpenTravel newsletter, website, social media and communications.

If you are interested in providing your APIs which use OpenTravel messaging, please email OpenTravel Specifications Director Sandy Angel at sandy.angel@opentravel.org.

A Diverse Cast of Expert Speakers Confirmed for OpenTravel Advisory Forum Amsterdam, Taking Place Next Week

OpenTravel has arranged a comprehensive roster of expert speakers to present at the **OpenTravel Advisory Forum Amsterdam**, taking place April 11-12, 2018.

Confirmed forum speakers include:

- Alexander Aigner, Interim Manager — *DB System GmbH*
- Joao Almeida, President — *Rail & MASA*
- Buddy Altus, VP Innovation Customer & Partner e-Commerce — *Avis Budget Group*

- Sandy Angel, Director of Specifications — *OpenTravel*
- Paul Armitage, General Manager — *LeGolf National*
- Susanne Auinger, Chairperson — *OpenTravel*
- Vittorio Carta, Manager European Projects and Committees — *Deutsche Bahn*
- Emmanuel de Verdalle, Program Manager — *ITxPT Consortium*
- Jacob Dreyband, Senior Director Software Development — *Versonix Corp., USA*
- Alvaro Hidalgo, Managing Partner — *First Logic*
- Daniel Johnson, Partner and Co-Founder — *VENZA*
- Christian Kameir — *International Blockchain and ICO Solutions*
- Brian Lewis, CTO — *OpenJaw*
- Arrien Kruyt, Member of the Management Board — *European Passengers' Federation*
- Gene Quinn — *Advisory Board, WayBlazer and OpenTravel*
- Vanni Sanvincenti, Lead NDC Architect — *International Air Transport Association (IATA)*
- Kevin Thomas, Head of Architecture — *Travelport*
- Mike Tinkey, CEO — *OpenTravel*



OpenTravel invites you to learn more about the forum speakers. Please check back frequently for the latest news and updates, including additional features on these speakers.

Online registration and **housing** are now open.

Inside Look: Get a Sneak Peek at what HITEC Amsterdam has to Offer

Attendees to the OpenTravel Advisory Forum Amsterdam will also receive access to **HITEC Amsterdam** — the European extension to the world's largest and oldest hospitality technology exposition and conference brand produced by **Hospitality Financial and Technology Professionals (HFTP®)**.



Full forum registrants will have access to the HITEC keynote presentations, general sessions, and exhibition featuring the latest industry products and services from companies all over the globe.

Forum registrants may also gain access to the **2018 HFTP Multi-Event App**, an interactive and informative tool that allows you to organize your HITEC Amsterdam experience. Download the all new HFTP Multi-Event App in the **Apple** and **Google Play** stores today by searching for "HFTP Events".

If you opted out of HITEC Amsterdam Friday events, you are not included in the app. To gain access to the app, please contact membership@opentravel.org and send: "Yes, I give permission for my email to be used to access the HFTP Events app."

"We are excited to co-locate in Europe our Advisory Forum with HFTP's regional HITEC Amsterdam, and provide attendees with more resources and education in one setting", shared Susanne Auinger, Chairperson of OpenTravel and the OpenTravel Advisory Forum Amsterdam.

Together, OpenTravel and HFTP encompass an extended group of stakeholders and industry professionals — combining resources will enable better communication, and allow stakeholders to conduct business more efficiently.

Welcome to OpenTravel's Newest Member!

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